FROM: Gary Luczak, Station Manager

TO: The Staff of Radio Station WSUA

RE: An Introduction and some General Considerations

Since a majority of you are new additions to the WSUA staff as of this Fall and since I had been on a forced leave of absence over the past eight weeks, I thought I should take this opportunity to let you know a little bit about my background, what I expect of you and how I envision the job of Station Manager.

I will graduate from the State University of New York at Albany in June of 1965 with a major in History and Political Science; tnetatively, I plan to do graduate work at the University of Pennsylvania in the field of Communications. I have been with WSUA for almost a year and had previously served as its News Director. Prior to my association with the station and continuing now on a sporadic basis, I have written a weekly column of political analysis for the Albany Student Press. I have worked partime for commercial stations in the area of broadcast journalism and, most recently, for N.B.C. during the Democratic Convention as a production assistant. I have developed many useful contacts in the field and have attended regional meetings and seminars in the area of news production.

It is essential that we all understand that WSUA is more than simply a club or an organization, it is a business - a $6000 business;] It is different from other campus organizations in that we are delivering our poruct constantly; we are being judged and evaluated every second we are on the air. For this type of organization, particularly, to be run efficiently and effectively, necessarily assumes that there be someone at its head to give it firm - sometimes autocratic - direction. This is the job of the Station Manager. Station policy is set by the Manager together with the Executive Committee (which serves as an advisory board); the Department heads (and sub-heads) are responsible for the implementation of that policy and the day to day operation of the station. As I have said before, I will support my Department Heads (and sub-heads) to the fullest extent; when I can't in good conscience continue this support, chances are they will be relieved of their positions. My door is always open (my office hours will be posted) to talk with you aobut anything you cannot work out with your immediat superior; but, I amm only the "court of last resort". Division of authority and a sense of responsiblity is imperative in an operation of this sort - from the Station Manager to the copy-boy. You are all important and I respect each of you for the job you do. Credit is always given where credit is due; but no-one should expect lavish praise for simply doing his job.

Of course, many more considerations are running through my mind, vu the management's position on any and all matters will be detailed in the handbook which you will receive after the Thanksgiving recess. I forsee a banner year for WSUA and many changes will begin to take place to make you a more professionally minded broadcaster, technician or copy-boy. Together we can build a station that we will be proud to serve and which will truly be deserving of the title - "The Radio Station of the State University of New York at Albany". WSUA (or WSUA-FM) will someday be the great voice of this great university.